

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

SUB 317

Claim 1 (currently amended): 1. A post-session advertising system for use in a media having a background and a foreground, comprising the steps of:

(a) providing a traffic building resource for directing traffic between displays;

(b) embedding post-session instructions into a first display, said displaying a first display for being displayed in a first platform in said foreground of said media;

(b) initiating a load triggering event;

(c) implementing said post-session instructions by opening a post-session platform in response to said load triggering event in said background of said media in response to a load triggering event;

(d) implementing said post-session instructions by displaying a post-session display on said post-session platform; and

(e) implementing said post-session instructions by maintaining said post-session platform in said background until a viewer driven view triggering event occurs.

Claim 2 (original): The system of claim 1 wherein said steps of displaying a first display in a first platform and said step of opening a post-session platform further include the steps of displaying a first display in a first interactive media platform and opening a post-session interactive media platform, respectively.

1 Claim 3 (currently amended): The system of claim 1, further comprising
2 the step of implementing said post-session instructions by timing the duration from said
3 view triggering event to said platform being closed.

1 Claim 4 (currently amended): The system of claim 1, further comprising
2 the step of implementing said post-session instructions by bringing said post-session
3 platform to the foreground in response to a view said view triggering event.

1 Claim 5 (currently amended): The method of claim 1, further comprising
2 the step of implementing said post-session instructions by timing the duration said post-
3 session platform remains in the foreground.

1 Claim 6 (original): The method of claim 1, wherein said step of opening a
2 post-session platform in response to said load triggering event is forgone if a
3 predetermined time period has not elapsed.

AM 1 Claim 7 (currently amended): A post-session advertising system for use in
2 a media having a background and a foreground, said system comprising:

3 (a) means for delivering displays to viewers browsing displays with
4 platforms and for exchanging traffic between said platforms;

5 (b) post-session instructions available from said post-session
6 advertising system for embedding into a first display;

7 (c) a first platform for displaying a first display said first display in said
8 foreground of said media, said first display having said post-session
9 instructions embedded therein;

10 (d) (b) — a post-session platform opened based on said post-session
11 instructions for displaying a post-session display in said
12 background of said media in response to a load triggering event,

13 said post-session platform opened based on said post-session
14 instructions;

15 (e) ~~(e)~~ a Web server for providing a link to said post session display
16 in response to said load triggering event, said Web server
17 accessed based on said post-session instructions;

18 (f) ~~(d)~~ said post-session platform coming to said foreground of said
19 media in response to a viewer driven view triggering event based
20 on said post-session instructions.

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1 Claim 8 (original): The system of claim 7 wherein said media is selected
2 from a group consisting of:

- 3 (a) a communication device;
4 (b) a computer;
5 (c) personal digital assistant;
6 (d) telephone;
7 (e) television; and
8 (f) radio.

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1 Claim 9 (original): The system of claim 7 wherein said first and post-
2 session displays are selected from a group consisting of:

- 3 (a) a Web site;
4 (b) a Web page;
5 (c) interactive media;
6 (d) video broadcast content; and
7 (e) audio broadcast content.
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1 Claim 10 (original): The system of claim 7 wherein said first and post-
2 session platforms are selected from a group consisting of:

- 3 (a) a Web browser;
4 (b) a television channel;
5 (c) a telephone line;
6 (d) a radio station;
7 (e) streaming media;
8 (f) content delivery applications;
9 (g) media viewing technology; and
10 (h) interactive technology.
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1 Claim 11 (original): The system of claim 7 wherein said load triggering
2 event is selected from a group consisting of:

- 3 (a) clicking on an off-site link;
4 (b) entering a new address;
5 (c) load;
6 (d) unload;
7 (e) click;
8 (f) resize;
9 (g) submit;
10 (h) focus;
11 (i) blur;
12 (j) move;
13 (k) key press;
14 (l) select;
15 (m) change;
16 (n) refresh;
17 (o) open;
18 (p) close;

- 19 (q) redirect;
20 (r) enter;
21 (s) exit;
22 (t) end of program;
23 (u) beginning of program;
24 (v) end of session;
25 (w) change of service;
26 (x) time; and
27 (y) a combination of at least two of said load triggering events of
28 (a) - (x).
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1 Claim 12 (original): The system of claim 7 wherein said view triggering
2 event is selected from a group consisting of:

- 3 (a) closing said first platform;
4 (b) selecting said post-session platform;
5 (c) clicking on an off-site link;
6 (d) entering a new address;
7 (e) load;
8 (f) unload;
9 (g) click;
10 (h) resize;
11 (i) submit;
12 (j) focus;
13 (k) blur;
14 (l) move;
15 (m) key press;
16 (n) select;
17 (o) change;
18 (p) refresh;

- 19 (q) open;
20 (r) redirect;
21 (s) enter;
22 (t) exit;
23 (u) end of program;
24 (v) beginning of program;
25 (w) end of session
26 (x) change of service;
27 (y) time; and
28 (z) a combination of at least two of said load triggering events of
29 (a) - (y).
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1 Claim 13 (original): The system of claim 7 wherein said view triggering
2 event causes a focus timer process to initiate.
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1 Claim 14 (cancelled):
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1 Claim 15 (currently amended): A method for delivering displays to viewers
2 and for exchanging traffic between platforms, comprising the steps of:

- 3 (a) obtaining post-session instructions from a Web server and adding
4 said post-session instructions to a display;
5 (b) opening said display with a foreground platform;
6 (c) initiating a load triggering event;
7 (d) opening a post-session platform in the background of said
8 foreground platform in response to said load triggering event;
9 [[and]]

- 10 (e) maintaining said post-session platform behind said foreground
11 platform until a viewer driven view triggering event occurs; and
12 (f) exchanging traffic from said foreground platform to said post-
13 session platform.

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1 Claim 16 (original): The method of claim 15, further comprising the step of
2 timing the duration from said view triggering event to said platform being closed.

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1 Claim 17 (original): The method of claim 15, further comprising the step of
2 moving said post-session platform to the foreground in response to a view triggering
3 event.

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1 Claim 18 (original): The method of claim 17, further comprising the step of
2 timing the duration said post-session platform remains in the foreground.

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1 Claim 19 (original): The method of claim 15, wherein said step of opening
2 a post-session platform in response to said load triggering event is forgone if a
3 predetermined time period has not elapsed.

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1 Claim 20 (new): A post-session advertising business method comprising
2 the steps of:

- 3 (a) providing a traffic building resource for directing traffic between a
4 plurality of third-party websites;
5 (b) embedding post-session instructions from said traffic building
6 resource into a first third-party display;

- 7 (c) directing a viewer from said first third-party display in a first platform
8 to a second third-party display in a post-session platform based on
9 the embedded post-session instructions, said embedded post-
10 session instructions comprising the steps of:
11 (i) initiating a load triggering event as said viewer exits said first
12 third-party display;
13 (ii) delaying said post-session display until a viewer driven view
14 triggering event occurs; and
15 (iii) displaying said second third-party display upon the
16 occurrence of said view triggering event.
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